

To: Norris, Chuck H., Eckardt, Diane C.
From: Tanchyk, R
Posted: 5/21/98 10:15
Opened: 5/21/98 11:36
Subject: Doral \$1.00 off 2 packs

CC: 1622 R Rep
1623 R Reps
1638 R Reps
R Mass
1622
1623
1638
R. Tanchyk
J. Campbell

Dear Charlie and Diane,

There was a delay in the execution of the Doral \$1.00 off 2 pack promo from April for Price Chopper. Product will be shipped to stores in New York the week of June 8. Please advise retail reps to look for white promo cartons and to merchandise in the UPM topper.

Rich

CC: Keeney, David, Smith, Richard A., Macleod, Stephen, Campbell, Judy

51854 8634

**THIS PROMOTION WAS SCHEDULED FOR RETAIL DISTRIBUTION 4/20/98.
DATE HAS BEEN REVISED TO JUNE 8, 1998.**

PRICE CHOPPER / CID #0948-00-00 (Region 16xx Stores)

\$1.00 OFF 2-PACKS: DORAL SUPERMARKET PACK PROMOTION #800220

BRAND STYLES: DORAL LT MEN 100 / ULT LT 100 / BOX 100 / LT BOX 100

PRODUCT IS PRE-SLEEVED, OFF-INVOICE (@ \$5/Carton).

RETAIL DISTRIBUTION DATE: JUNE 8, 1998. UTILIZE RJR PROMOTIONAL PACK PLATFORMS.

RETAIL REP TO ENSURE EACH STORE RECEIVES TWO (2) 40-OFFER DISPLAYS.

MERCH. CARDS (#540890) AND P.O.S. KITS (#540881) WILL BE SHIPPED DIRECTLY TO STORES.

IF NO RETAIL REP IS ASSIGNED, RETAIL MANAGER TO HANDLE AS APPROPRIATE.

R/REP	RJR#	STORE NAME	ADDRESS	CITY	STATE	40-OFF DISPLAYS
162220	556482	PRICE CHOPPER #110	E END CTR, RTE 115	WILKES BARRE	PA	2
162220	574719	PRICE CHOPPER #113	601 3RD AVE	KINGSTON	PA	2
162222	683315	PRICE CHOPPER #135	1228 ONEILL HWY	DUNMORE	PA	2
162222	777492	PRICE CHOPPER #59	1400 MONROE AVE	DUNMORE	PA	2
162226	542580	PRICE CHOPPER #108	10 GLENWOOD AVE	BINGHAMTON	NY	2
162226	598123	PRICE CHOPPER #130	911 NORTH ST	ENDICOTT	NY	2
162227	486484	PRICE CHOPPER #114	101 DUNNING RD	MIDDLETON	NY	2
162229	95029	PRICE CHOPPER #101	611 LUZERNE ST	SCRANTON	PA	2
162230	172471	PRICE CHOPPER #55	8015 OSWEGO RD	LIVERPOOL	NY	2
162233	724530	PRICE CHOPPER #134	1000 MAIN ST	ONEONTA	NY	2
162233	764662	PRICE CHOPPER #161	5637 ROUTE 12 SOUTH	NORWICH	NY	2
162234	177200	PRICE CHOPPER #48	358 N MAIN ST	GLOVERSVILLE	NY	2
162234	177230	PRICE CHOPPER #12	NORTH COMRIE	JOHNSTOWN	NY	2

RETAIL REPS

RETAIL MGRS

PRICE CHOPPER / CID #0948-00-00 (Region 16xx Stores)**\$1.00 OFF 2-PACKS: DORAL SUPERMARKET PACK PROMOTION #800220****BRAND STYLES: DORAL LT MEN 100 / ULT LT 100 / BOX 100 / LT BOX 100****PRODUCT IS PRE-SLEEVED, OFF-INVOICE (@ \$5/Carton).****RETAIL DISTRIBUTION DATE: JUNE 8, 1998. UTILIZE RJR PROMOTIONAL PACK PLATFORMS.****RETAIL REP TO ENSURE EACH STORE RECEIVES TWO (2) 40-OFFER DISPLAYS.****MERCH. CARDS (#540890) AND P.O.S. KITS (#540881) WILL BE SHIPPED DIRECTLY TO STORES.****IF NO RETAIL REP IS ASSIGNED, RETAIL MANAGER TO HANDLE AS APPROPRIATE.**

R/REP	RJR#	STORE NAME	STORE ADDRESS	SELLING CITY	SELLING STATE	40-OFFER DISPLAYS
162234	355185	PRICE CHOPPER #116	BARNERVILLE RD	COBLESKILL	NY	2
162235	53285	PRICE CHOPPER #44	AUERT AVE	UTICA	NY	2
162235	171826	PRICE CHOPPER #95	4639 COMMERCIAL DR	NEW HARTFORD	NY	2
162235	171849	PRICE CHOPPER #17	1143 MOHAWK ST	UTICA	NY	2
162235	172348	PRICE CHOPPER #16	1905 BLACK RIVER BLVD N	ROME	NY	2
162237	530670	PRICE CHOPPER #105	3471 ERIE BLVD E	DE WITT	NY	2
162238	172420	PRICE CHOPPER #54	27 E CAYUGA ST	OSWEGO	NY	2
162238	172424	PRICE CHOPPER #56	806 STATE ROUTE 3 W	FULTON	NY	2
162238	762699	PRICE CHOPPER #19	5701 E CIRCLE DR	CICERO	NY	2
162239	378473	PRICE CHOPPER #30	981 FORD STREET EXT	OGDENSBURG	NY	2
162239	494928	PRICE CHOPPER #102	1283 ARSENAL ST	WATERTOWN	NY	2
162320	176998	PRICE CHOPPER #40	677 UPPER GLEN ST	GLENS FALLS	NY	2
162320	177000	PRICE CHOPPER #06	84 COOPER ST	GLENS FALLS	NY	2
162320	760295	PRICE CHOPPER #157	QUAKER & CHURCH ST	GRANVILLE	NY	2
162321	175338	PRICE CHOPPER #21	1804 2ND AVE	WATERVLIET	NY	2

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R/REP #	RJR#	STORE NAME	STORE ADDRESS	CITY	STATE	DISPLAYS
162321	175340	PRICE CHOPPER #36	240 CONGRESS ST	COHOES	NY	2
162321	175349	PRICE CHOPPER #20	RTE 147 & VISCHER FERRY	CLIFTON PARK	NY	2
162321	175504	PRICE CHOPPER #35	CHRUCH ST & RAILROAD P	SARATOGA SPGS	NY	2
162321	175516	PRICE CHOPPER #46	175 BALLSTON AVE	SARATOGA SPRING	NY	2
162321	378484	PRICE CHOPPER #39	3049 ROUTE 50	SARATOGA SPRING	NY	2
162321	633299	PRICE CHOPPER #94	1 PRICE CHOPPER PLZ	MECHANICVILLE	NY	2
162321	933950	PRICE CHOPPER #112	15 PARK AVE	CLIFTON PARK	NY	2
162322	175381	PRICE CHOPPER #23	1060 MADISON AVE	ALBANY	NY	2
162322	175497	PRICE CHOPPER #38	290 SARATOGA RD	MAYFAIR	NY	2
162322	682039	PRICE CHOPPER #139	141 SANFORD FARMS SHO	AMSTERDAM	NY	2
162322	468087	PRICE CHOPPER #60	444 BROADWAY	MENANDS	NY	2
162322	675007	PRICE CHOPPER #138	878 NEW LOUDON RD	LATHAM	NY	2
162322	670971	PRICE CHOPPER #133	911 CENTRAL AVE	ALBANY	NY	2
162322	767914	PRICE CHOPPER #45	40 DELAWARE AVE	ALBANY	NY	2
162323	177820	PRICE CHOPPER #22	RTE 3 & I-87	PLATTSBURGH	NY	2

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162324	175428	PRICE CHOPPER #28	RTE 20 & 155	GUILDERLAND	NY	2
162324	175451	PRICE CHOPPER #09	2330 WATT ST	SCHENECTADY	NY	2
162324	767049	PRICE CHOPPER #159	1359 NEW SCOTLAND AVE	SLINGERLANDS	NY	2
162324	767181	PRICE CHOPPER #43	1879 ALTAMONT AVE	SCHENECTADY	NY	2
162324	175413	PRICE CHOPPER #104	1892 CENTRAL AVE	COLONIE	NY	2
162324	175488	PRICE CHOPPER #01	1640 EASTERN PKWY	SCHENECTADY	NY	2
162325	357379	PRICE CHOPPER #125	RTE 11	MANCHESTER CTR	VT	2
162325	175323	PRICE CHOPPER #10	865 2ND AVE	TROY	NY	2
162325	130317	PRICE CHOPPER #11	79 VANDENBURGH AVE	TROY	NY	2
162325	175303	PRICE CHOPPER #47	156 HOOSICK ST	TROY	NY	2
162325	740899	PRICE CHOPPER #3	716 HOOSICK RD	TROY	NY	2
162326	562422	PRICE CHOPPER #111	501 COLUMBIA TPKE	EAST GREENBUSH	NY	2
162327	556500	PRICE CHOPPER #107	161 N PLANK RD	NEWBURGH	NY	2
162327	722191	PRICE CHOPPER #142	ROUTE 94 & STEWART	VAILS GATE	NY	2
162328	639719	PRICE CHOPPER #132	351 FAIRVIEW AVE	HUDSON	NY	2

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162328	581632	PRICE CHOPPER #02	838 SOUTH RD	POUGHKEEPSIE	NY	2
162328	581633	PRICE CHOPPER #129	432 SOUTH RD	POUGHKEEPSIE	NY	2
163825	356615	PRICE CHOPPER #126	52 MAIN ST	WINDSOR	VT	2
163825	356598	PRICE CHOPPER #124	RTE 11 & 106	SPRINGFIELD	VT	2
163825	677950	PRICE CHOPPER #136	241 CANAL ST	BRATTLEBORO	VT	2
163827	680356	PRICE CHOPPER #141	RR 2 BOX 37	SAINT JOHNSBURY	VT	2
163828	356693	PRICE CHOPPER #123	AMES SHOPPING PLZ	BARRE	VT	2
163828	662504	PRICE CHOPPER #137	RT 15 AND MUNSEN AVE	MORRISVILLE	VT	2
163828	357363	PRICE CHOPPER #122	5 MAIN ST	WEST RUTLAND	VT	2
163828	357385	PRICE CHOPPER #131	38 RUTLAND SHOPPING PL	RUTLAND	VT	2
163829	356673	PRICE CHOPPER #119	154 CHERRY ST	BURLINGTON	VT	2
163829	356678	PRICE CHOPPER #120	555 SHELBURNE RD	BURLINGTON	VT	2
163829	356686	PRICE CHOPPER #117	825 WILLISTON RD	SO BURLINGTON	VT	2
DIV 1622	172543	PRICE CHOPPER #24	4675 ONONDAGA BLVD	SYRACUSE	NY	2
DIV 1622	296921	PRICE CHOPPER #103	22 GLENWOOD PLZ	ONEIDA	NY	2

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DIV 1623	114523	PRICE CHOPPER #41	RTE 67A	BENNINGTON	VT	2
DIV 1623	745221	PRICE CHOPPER	QUAKER & CHURCH STRE	GRANVILLE	NY	2
DIV 1623	175425	PRICE CHOPPER #52	1881 WESTERN AVE	ALBANY	NY	2
DIV 1623	114714	PRICE CHOPPER #34	245 STATE RD	NORTH ADAMS	MA	2
DIV 1623	114718	PRICE CHOPPER #32	1637 CURRAN HWY	NORTH ADAMS	MA	2
						156